

The Effect of Promotion, Trust, Security and Information Quality on Purchase Decisions on the Shopee Marketplace

Nenik Diah Hartanti^a & Sri Kurniasih Agustin^b

nenik_diah@staff.gunadarma.ac.id

^aGunadarma University, Jl. Margonda Raya 100 Depok, 16424, Indonesia

^bGunadarma University, Jl. Margonda Raya 100 Depok, 16424, Indonesia

Abstract

Marketplace is an intermediary platform between sellers and buyers to process product transactions online. This study aims to determine and analyze the effect of promotion, trust, security and quality of information simultaneously and partially on purchasing decisions on the Shopee marketplace. The study used a quantitative approach with primary data, which was obtained by distributing online questionnaires. The independent variables consist of promotion, trustworthiness, security and quality of information. The dependent variable is the purchase decision. The population is college students in the Depok area who have bought in the Shopee marketplace, as many as 134 respondents were used as samples. Using Multiple Linear Regression analysis tool, F test and t test, Determination. The results obtained are that promotion, trust, security and quality of information simultaneously influence purchasing decisions on the Shopee marketplace. Promotion has no partial effect on purchasing decisions on the Shopee marketplace. Meanwhile, trust, security and quality of information partially influence purchasing decisions on the Shopee marketplace.

Keywords: promotion, trust, security, quality of information, purchasing decisions

1. Introduction

The advancement of marketing is getting faster, people don't have to waste time walking to the store to buy goods. Just need to browse the internet and search for what you want and get it in no time. (Rafsandjani, 2018). Currently, many buying and selling transactions use a device using the internet network. Payment processing and delivery of goods can be done only by using electronic devices. Marketplace is one of the main roles in business on e-commerce platforms. Marketplace is an intermediary platform between sellers and buyers to process product transactions online. Marketplace provides various facilities such as, product selection according to category, payment methods and delivery estimates, other features. One example of a Marketplace is Shopee. Consumer behavior becomes a marketing topic, how and why consumers act to make purchasing decisions helping companies improve marketing strategies and become more successful in the market. The challenge facing marketers is how to influence the buying behavior of consumers to support their products or services (Stankevich, 2017).

Kotler and Keller (2012), purchase decisions are decisions taken by consumers to purchase a product through the stages that consumers go through before making a purchase which includes felt needs, activities before buying, wearing behavior, and feelings after buying. The definition of decision making is the selection of alternatives to solve a problem, the time and effort required to complete the process varies across buying situations. (Prasad & Jha, 2014). The decision to buy does not happen immediately. Behind the act of buying, there is a buying decision process that companies must investigate (Munthiu, 2009).

Lupiyoadi (2013), promotions are activities carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs. Kotler and Keller (2016), promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. Promotion is considered as a set of marketing techniques or practices, marketing actions, forms of communication, aimed at overcoming sales levels by attracting attention and attracting potential buyers, through point of sale, information, trust, training, and keeping customers interested in the company's products (Alexandrescu & Milandru, 2018). Promotion affects purchasing decisions (Suryani & Syafarudin, 2021), (Limpo, Rahim & Hamzah, 2018), (Siahaan & Christiani, 2021).

Kotler & Keller (2012), Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and

benevolence. Consumers have experience and increased confidence in the use of digital platforms when conducting e-commerce transactions (Valdez, Gallardo, & Ramos, 2021). Trust is one of the main components of ongoing customer online transactions (Zainudin, Wahid, Zainol & Heriranto, 2020).

Familiarity and trust are the main roles in mediating the exchange between sellers and buyers and their positive effect in the buyer's perception of usefulness of any social trading platform (Gibreel, AlOtaibi & Altmann, 2018). Trust is essential in conditions of uncertainty and risk (Lee & Turban 2001). Trust and security are two main factors that influence online purchase intentions based on the literature, so it is believed that trust and security are very important in increasing online purchase intentions (Meskaran, Ismail, Z, & Shanmugam, 2013). Trust affects purchasing decisions (Rabiana & Akib, 2020), (Ferdiansyah & Rahayu 2016), (Tyas & Nurhasanah, 2019), (Sari & Hawignyo, 2021), (Mahliza, 2020), (Mittal, 2013). (Che, Cheung & Thadani, 2017).

Payment security in online shopping appears not only to be a common concern for Internet shopping media, but is an important factor in determining whether to shop online or not (Kwon & Lee, 2003). Security is one of the main factors to consider when deciding to buy products online (Vasić, Kilibarda & Kaurin, 2019). Security has a positive and significant influence on purchasing decisions (Amanah, Harahap, Gunarto, & Purwanto, 2021), (Ardiansyah, 2015), (Mittal, 2013).

Jogiyanto (2009), Information is data that is processed into a form that is useful for its users. Information must be of good quality. Mulyanto (2009), the quality of information depends on 3 (three) very domain things, namely: accurate, timely and relevant. The quality of information partially influences purchasing decisions (Rabiana & Akib, 2020), (Widhiani & Idris, 2018), (Tyas & Nurhasanah, 2019). (Ayuningtiyas, Kartika & Gunawan, Hendra. 2018)

1.1 Research purposes

The research purposes are to:

- Knowing and analyzing the effect of promotion, trust, security and quality of information simultaneously on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of promotion partially on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of partial trust on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of security partially on purchasing decisions on the Shopee marketplace.
- Knowing and analyzing the effect of partial information quality on purchasing decisions on the Shopee marketplace.

1.2 Research Model

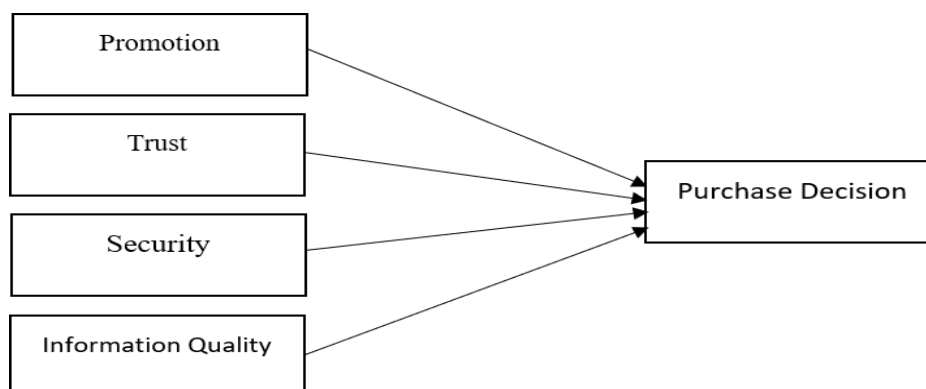


Figure 1: Research Model

1.3 Research Hypothesis

Hypothesis 1 (H1): promotion, trust, security and quality of information simultaneously influence purchasing decisions on the Shopee marketplace

Hypothesis 2 (H2): promotions have a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 3 (H3): trust has a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 4 (H4): security has a partial effect on purchasing decisions on the Shopee marketplace

Hypothesis 5 (H5): the quality of information partially influences purchasing decisions on the Shopee marketplace

2. Research Method

This study uses a quantitative approach with primary data, obtained by distributing online questionnaires. The variables used are independent variables consisting of promotion, trust, security and quality of information. The dependent variable is the purchase decision. The population in this study were college students in the Depok area who had bought in the Shopee marketplace. The technique used in sampling is using purposive sampling technique, namely the technique of determining the sample with certain considerations (Sugiyono, 2013). The distribution of questionnaires for 1 week obtained data as many as 134 respondents who were used as research samples. The dependent variable (Y) is the purchase decision. The independent variables are Promotion (X1), Trust (X2), Security (X3), Information Quality (X4). Methods of data analysis using validity, reliability, classification assumption test with normality test, multicollinearity test, heteroscedasticity test. Multiple Linear Regression Analysis, Multiple Coefficient of Determination (R²). Hypothesis test with t test and F test (Ghozali, 2018).

3. Results and Discussion

3.1 Results

Based on data from 30 respondents, the validity and reliability tests were carried out as follows:

Table1. Validity Test Results

Question Items	Corrected Item - Total Correlation)	R Table (Alpha = 0,05)	Information
P1	0,641	0,3610	Valid
P2	0,785	0,3610	Valid
P3	0,765	0,3610	Valid
P4	0,774	0,3610	Valid
T1	0,897	0,3610	Valid
T2	0,874	0,3610	Valid
T3	0,881	0,3610	Valid
T4	0,794	0,3610	Valid
S1	0,819	0,3610	Valid
S2	0,834	0,3610	Valid
S3	0,725	0,3610	Valid
S4	0,805	0,3610	Valid
IQ1	0,762	0,3610	Valid
IQ2	0,888	0,3610	Valid
IQ3	0,925	0,3610	Valid
IQ4	0,798	0,3610	Valid
PD1	0,871	0,3610	Valid
PD2	0,884	0,3610	Valid
PD3	0,765	0,3610	Valid
PD4	0,858	0,3610	Valid
PD5	0,748	0,3610	Valid
PD6	0,614	0,3610	Valid

Source: Processed primary data

Based on the results of the calculations in table 1, all statement items on the variables of promotion, trust, security, information quality and purchasing decisions have a value of Corrected Item Total Correlation ($r\text{-count} > 0.3610$), it can be concluded that all statement items on these variables are stated valid.

Table 2
Reliability Test Results

Question Items	Cronbach's Alpha	Information
X1	0,720	Reliable
X2	0,884	Reliable
X3	0,801	Reliable
X4	0,849	Reliable
Y	0,877	Reliable

Source: Processed primary data

In table 2, the instrument or item statement of the variables of promotion, trust, security, quality of information and purchasing decisions has a Cronbach's Alpha value > 0.6 so it can be concluded that all instruments or question items are reliable, so that furthermore the items on each of these variable concepts is worthy of being used as a measuring tool.

Respondents Descriptive Analysis

1. Profile of Respondents by Gender

Based on the results of research on 134 respondents showed that 28% of respondents were male and 72% female respondents. Based on gender, the most dominant are female respondents.

2. Profile of Respondents by Type of Age

Based on the results of research on 134 respondents, it shows that respondents who use the Shopee application are aged 18-19 years by 67%, 20-21 years by 25%, 22-23 years by 2% and 24-25 years by 1%. Based on age the most dominant are respondents with an age range of 18-19 years.

3. Profile of Respondents Based on monthly pocket money

Based on the results of research on 134 respondents, it shows that respondents who get a monthly allowance of $< \text{Rp } 1,000,000$ are 81%, $\text{Rp } 1,000,000 - \text{Rp } 2,000,000$ are 18%, $> \text{Rp } 2,000,000$ are 1%. Based on pocket money per month, the most dominant are respondents with pocket money $< \text{Rp } 1,000,000$ by 81%.

Classic assumption test

Normality Test Results

The normality test aims to determine whether the residual value is normally distributed or not. A good regression model is to have a residual value that is normally distributed.

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		134
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	1.67565601
Most Extreme Differences	Absolute	.046
	Positive	.035
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source: Processed primary data

Based on table 3, it is known that the significance value is $0.200 > 0.05$. So it can be concluded that the tested data is normally distributed.

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation.

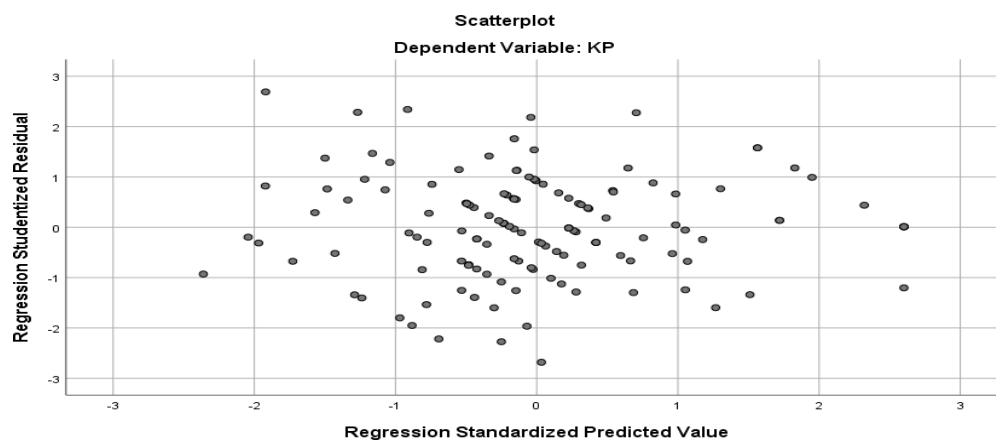


Figure 2. Heteroscedasticity Test Results

Source: Processed primary data

Based on Figure 2. The scatterplot graph shows the dots that spread randomly and do not form a clear pattern. It shows that there is no heteroscedasticity in the regression model.

Multicollinearity Test Results

Table 4
Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	P	0.585	1.708
	T	0.648	1.542
	S	0.653	1.532

IQ	0.459	2.18
----	-------	------

Source: Processed primary data

Based on table 4, it can be seen that each variable has a tolerance > 0.1 and VIF < 10.00, so promotion, trust, security and information quality do not occur multicollinearity symptoms in the existing regression equation.

Multiple Linear Regression Test Results

Table 5
Multiple Linear Regression Test Results & t Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.615	1.414		1.849	.067
	Promotion	.129	.102	.081	1.271	.206
	Trust	.485	.077	.384	6.325	.000
	Security	.179	.075	.144	2.385	.019
	Informastion Quality	.575	.103	.402	5.574	.000

a. Dependent Variable: Purchase Decision

Based on table 5, the following regression equation can be made:

$$Y = 2,615 + 0,129 X1 + 0,485 X2 + 0,179 X3 + 0,575 X4$$

F Test Results

Table 6
F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	837.791	4	209.448	72.351	.000 ^b
	Residual	373.440	129	2.895		
	Total	1211.231	133			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Trust, Security, Information Quality,

In table 6, the calculated F value is 72.351 > F table 2.47 and the sig value. of 0.000.

t test results

Based on table 5. the results of the t test can be explained as follows:

1. Promotion (X1) has a t count of 1.271 < t table of 1.656 and a Sig value. of 0.206 > 0.05.
2. Trust (X2) has a t count of 6.325 > t table of 1.656 and a Sig value. of 0.00 < 0.05.
3. Security (X3) has a t count of 2,385 > t table of 1,656 and a Sig value. of 0.019 < 0.05.
4. The quality of information (X4) has a t count of 5.574 > t table of 1.656 and a Sig value. of 0.000 < 0.05.

Coefficient of Determination Test Results (R2)

Table 7
Determination Test Results (R2)

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.832 ^a	.692	.682		1.701

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Trust, Security, Information Quality,

Based on table 7 the value of Adjusted R Square is 0.682 or 68.2%. It shows that the effect of promotion, trust, security and information quality variables on purchasing decisions is 68.2%, the remaining 31.8% is influenced by other variables outside this study, for example product quality and price variables.

3.2 Discussion

The Effect of Simultaneous Promotion, Trust, Security and Information Quality on Purchase Decisions on the Shopee Marketplace.

Based on the results of the F test, the calculated F value is $72.351 > F$ table 2.47 and the value of sig. of 0.000 which means that the variables of promotion, trust, security and information quality have a simultaneous effect on purchasing decisions.

Effect of Promotion on Purchase Decision on the Shopee Marketplace

Based on the results of the t test, Promotion has a t count of $1.271 < t$ table of 1.656 and a Sig value. of $0.206 > 0.05$ then the promotion partially has no effect on purchasing decisions. This means that the promotions carried out by Shopee are not a factor that causes consumers to decide to purchase, this could be because consumers in determining purchasing decisions pay more attention to other factors, namely trust, security and information quality factors. In line with research from Sujarwo & Matrutry (2021), suggests that promotions cannot stand alone if they are not juxtaposed with the price variable, where consumers from Tokopedia and Shopee see price, not promotion as a reference in determining purchasing decisions. This means that people who use the Tokopedia and Shopee platforms admit that when they buy their products, they do not have references based on the promotions provided.

The Effect of Trust on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, trust has a t count of $6.325 > t$ table of 1.656 and a Sig value. of $0.00 < 0.05$ then the trust partially has a significant effect on purchasing decisions. This means that the more you trust when buying goods through Shopee, the more you meet expectations, online sellers at Shopee never disappoint, online sellers at Shopee are honest and sincere for every product offered, the purchase decision will increase. In line with research (Rabiana & Akib, 2020), (Ferdiansyah & Rahayu 2016), (Tyas & Nurhasanah, 2019), (Sari & Hawignyo, 2021), (Mahliza, 2020).

Effect of Security on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, security has a t count of $2.385 > t$ table of 1.656 and a Sig value. equal to $0.019 < 0.05$ then the security partially has a significant effect on purchasing decisions. This means that if the personal data is more secure at Shopee when transacting, the transactions are getting safer from Shopee, providing security offers, packaging goods that are getting maximized by the shopee, the purchase decision will increase. In line with research (Vasić, Kilibarda & Kaurin, 2019), (Amanah, Harahap, Gunarto, & Purwanto, 2021), (Ardiansyah, 2015).

The Influence of Information Quality on Purchase Decisions on the Shopee Marketplace

Based on the results of the t test, the quality of information (X4) has a t count of $5.574 > t$ table of 1.656 and a Sig value. of $0.000 < 0.05$ then the quality of information (X4) partially has a significant effect on purchasing decisions. This means that if the information on goods offered through Shopee is more up to date, complete, easy to understand and clearer, then the purchase decision will increase. In line with research (Rabiana & Akib, 2020), (Widhiani & Idris, 2018), (Tyas & Nurhasanah, 2019).

4. Conclusion

1. Promotion, trust, security and quality of information affect simultaneous purchase decisions on the Shopee marketplace.
2. Promotion has no effect on purchasing decisions on the Shopee marketplace.
3. Trust affects purchasing decisions on the Shopee marketplace.
4. Security affects purchasing decisions on the Shopee marketplace.
5. The quality of information affects purchasing decisions on the Shopee marketplace.

Reference

Alexandrescu, M. B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23(4), 268-274

- Amanah, D., Harahap, D. A., Gunarto, M., & Purwanto, P. (2021). Perceived Risk And Security In Creating Online Purchasing Decision At Marketplace In Indonesia. *JABE (Journal of Applied Business and Economics)*, 7(2), 162-179
- Ardiansyah, A. (2015). An Analysis of Security and Service Quality Toward Purchase Decision on E-commerce and Its Implications of Consumer Loyalty. In *1st International Conference on Information Technology and Business*. Darmajaya Informatics and Business Institute
- Ayuningtiyas, Kartika & Gunawan, Hendra. (2018). Pengaruh Kepercayaan, Kemudahan Dan Kualitas Informasi Terhadap Keputusan Pembelian Daring Di Aplikasi Bukalapak Pada Mahasiswa Politeknik Negeri Batam, *Journal of Applied Business Administration* Vol 2, No 1, Maret 2018, hlm. 152-165. e-ISSN:2548-9909
- Che, J. W., Cheung, C. M., & Thadani, D. R. (2017, January). Consumer purchase decision in Instagram stores: The role of consumer trust. In *Proceedings of the 50th Hawaii International Conference on System Sciences*
- Ferdiansyah, Gerry & Rahayu, Agus. (2016). Pengaruh Kualitas Informasi Terhadap Keputusan Pembelian Secara Online Yang Dimediasi Oleh Kepercayaan Konsumen (Survei pada Pengguna E-commerce di Indonesia), *Journal of Business Management Education | Volume 1, Number 3, December 2016*, page.17-20
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25* (Edisi ke-9)
- Gibreel, O., AlOtaibi, D. A., & Altmann, J. (2018). Social commerce development in emerging markets. *Electronic Commerce Research and Applications*, 27, 152-162
- Kotler, Philip & Gerry Armstrong. (2012). *Marketing Management* 14th Edition New Jersey: Prentice Hall
- Kotler, Philip & Gerry Armstrong. (2014). *Principle Of Marketing*, 15th edition. New Jersey: Pearson Prentice Hall
- Kotler, Philip & Kevin Lane Keller. (2016). *Marketing Management*, 15th Edition, Pearson Education, Inc
- Kotler, Philip & Gary Armstrong. (2016). *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga
- Kotler, Philip & Kevin Lane Keller. (2012). *Manajemen Pemasaran*. Edisi 12 Jakarta: Erlangga
- Kwon, K. N., & Lee, J. (2003). Concerns about payment security of Internet purchases: a perspective on current on-line shoppers. *Clothing and Textiles Research Journal*, 21(4), 174-184
- Lee, M. K., & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of electronic commerce*, 6(1), 75-91
- Limpo, L., Rahim, A., & Hamzah, H. (2018). Effect of product quality, price, and promotion to purchase decision. *IJoASER (International Journal on Advanced Science, Education, and Religion)*, 1(1), 9-22
- Lupiyoadi, Rambat, (2013): *Manajemen Pemasaran Jasa, Selemba Empat*. Jakarta
- Mahliza, F. (2020). Consumer trust in online purchase decision. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 6(2), 142-149
- Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online purchase intention: Effects of trust and security perception. *Australian journal of basic and applied sciences*, 7(6), 307-315
- Mittal, A. (2013). E-commerce: It's Impact on consumer Behavior. *Global Journal of Management and Business Studies*, 3(2), 131-138
- Mulyanto Agus, (2009) *Sistem Informasi Konsep dan Aplikasinya*. Yogyakarta: Pustaka Pelajar
- Munthiu, M. C. (2009). The buying decision process and types of buying decision behaviour. *Sibiu Alma Mater University Journals. Series A. Economic Sciences*, 2(4), 27-33
- Prasad, R. K., & Jha, M. K. (2014). Consumer buying decisions models: A descriptive study. *International journal of innovation and applied studies*, 6(3), 335
- Rabiana, R., & Akib, B. (2020). Pengaruh Kepercayaan Dan Kualitas Informasi Terhadap Keputusan Pembelian Konsumen Marketplace Shopee (Studi Kasus: Pengguna Aplikasi Shopee). *Jurnal Kajian Ekonomi Syariah*, ISSUE: Vol.4 No.1
- Rafsandjani, R. F. (2018). Analyzing the effect of trust and perceived value on purchase intention (case study of Shopee). *MEC-J (Management and Economics Journal)*, 2(1), 65-78
- Sari, F. P., & Hawignyo, H. (2021). Pengaruh Kepercayaan Dan Persepsi Risiko Terhadap Keputusan Pembelian Online Shop Tokopedia. *COSTING: Journal of Economic, Business and Accounting*, 4(2), 755-763
- Siahaan, M., & Christiani, D. (2021). The Effect Of Prices And Promotions On Purchase Decisions At Shopee: Case Study Of Bhayangkara University Jakarta Raya. *International Journal of Economy, Education and Entrepreneurship*, 1(3), 253-268
- Stankevich, A. (2017). Explaining the consumer decision-making process: Critical literature review. *Journal of international business research and marketing*, 2(6), 7-14
- Sujarwo, J. E. A., & Matrutty, E. S. H. R. (2021). The Effect Of Product Promotion And Innovation On Purchase Decisions At Prices As Intervening Variables. *International Journal of Social Science and Business*, 5(2)
- Suryani, I., & Syafarudin, A. (2021). The Effect of Sales Promotion on Purchasing Decisions. *Ilomata International Journal of Tax and Accounting*, 2(2), 122-133

- Tyas, A. A. W. P., & Nurhasanah, N. (2019). Pengaruh Kepercayaan, Kualitas Informasi Terhadap Keputusan Pembelian Melalui Kemudahan Pada Situs Jual Beli Online. *Jurnal Ekonomi*, 10
- Valdez-Juárez, L. E., Gallardo-Vázquez, D., & Ramos-Escobar, E. A. (2021). Online buyers and open innovation: Security, experience, and satisfaction. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 37
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of theoretical and applied electronic commerce research*, 14(2), 70-89
- Widhiani, A., & Idris, I. (2018). Pengaruh Promosi, Kemudahan Penggunaan, Kepercayaan Konsumen Dan Kualitas Informasi Terhadap Minat Beli Di Situs Bukalapak (Pada Mahasiswa Universitas Diponegoro). *Diponegoro Journal of Management*, 7(2), 63-68
- Zainudin, Z., Wahid, H. A., Zainol, Z., & Heriranto, P. (2020). The influence of trust on the intention to perform electronic word-of-mouth (eWOM) and Purchase intention among s-commerce users. *International Journal of Academic Research in Business and Social Sciences*, 10(10), 1114-1130